scriber fees and offer participating operators a commission —based on consumer sales through that system—of up to 10% of net revenues, says Lew Auerhaan, principal with Neil Miles Ltd., a New York-based direct-marketing research company.

"The cable operators were stunned. These guys now see that home shopping is a potential boon to them," says Gary Arlen, president of Arlen Communications, a Washington-based research and consulting company specializing in interactive electronic media.

Mr. Arlen says one of the problems the networks now face is how to reach the 80% of the public that has never watched a home shopping show. "Most of the cable viewing population hasn't seen it," he says. "But of the 20% that have seen it, a high percentage have bought."

Now aware of the need to promote their service, home shopping executives are spinning off specialty mail-order catalogs, offering specialty programming and using print, media and outdoor boards.

When the Fashion Channel, Willow Grove, Pa., went live on Oct. 1, 1987, it already had blanketed its initial markets with a 14-page, catalog-like direct mailer that highlighted the channel and its products. Charlie Gee, the channel's chairman-ceo, says the network's start-up plan called for cross-marketing and promotion including consumer promotions, radio spots, and print ads in local cable and regional TV guides where the channel is available.

"We're using lots of other media to reinforce what we do," says Michael Rosen, chairman of STN. "We'll do catalogs of merchandise that's available or will be available on STN. And we'll have video catalogs, which will be our primary push."

Maxwell Sroge, a mail-order consultant with Marke/Sroge Communications, Chicago, says, "The opportunity for cable people is that specialty is the way to go. And isn't that what built the successful cable networks—CNN, Disney, Discovery?"

According to industry consultants and executives, home shopping shows are being influenced by tried-and-true precepts of merchandising and direct marketing. For example, STN devotes a half-hour program to one particular topic or product category.

Mr. Rosen says that all STN's programming is broken into half hours in which "an expert and a celebrity anchor will talk and romance the item. Sometimes they have two items, sometimes eight per half hour, depending on how long it takes to explain the item. We are a totally different store at 9 p.m. than we are in the daytime format," he continues. "It gives an opportunity to all vendors to find an hour that fits their audience.

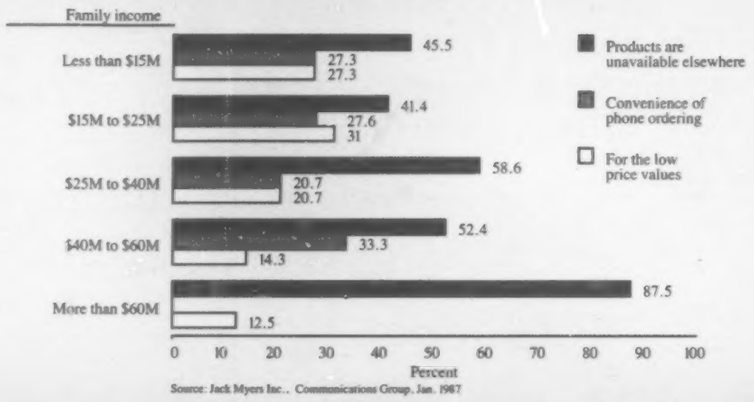
The Fashion Channel is following a similar format, with "featurettes," according to Mr. Gee. The number of these five minute mini-shows will be increased, as well as product tie-ins following these segments.

Several system operators are experimenting with both placing shopping shows on lower-number channels—where viewers are much more likely to notice them—and with creating a video mall effect by placing several shopping shows on consecutive higher-number channels.

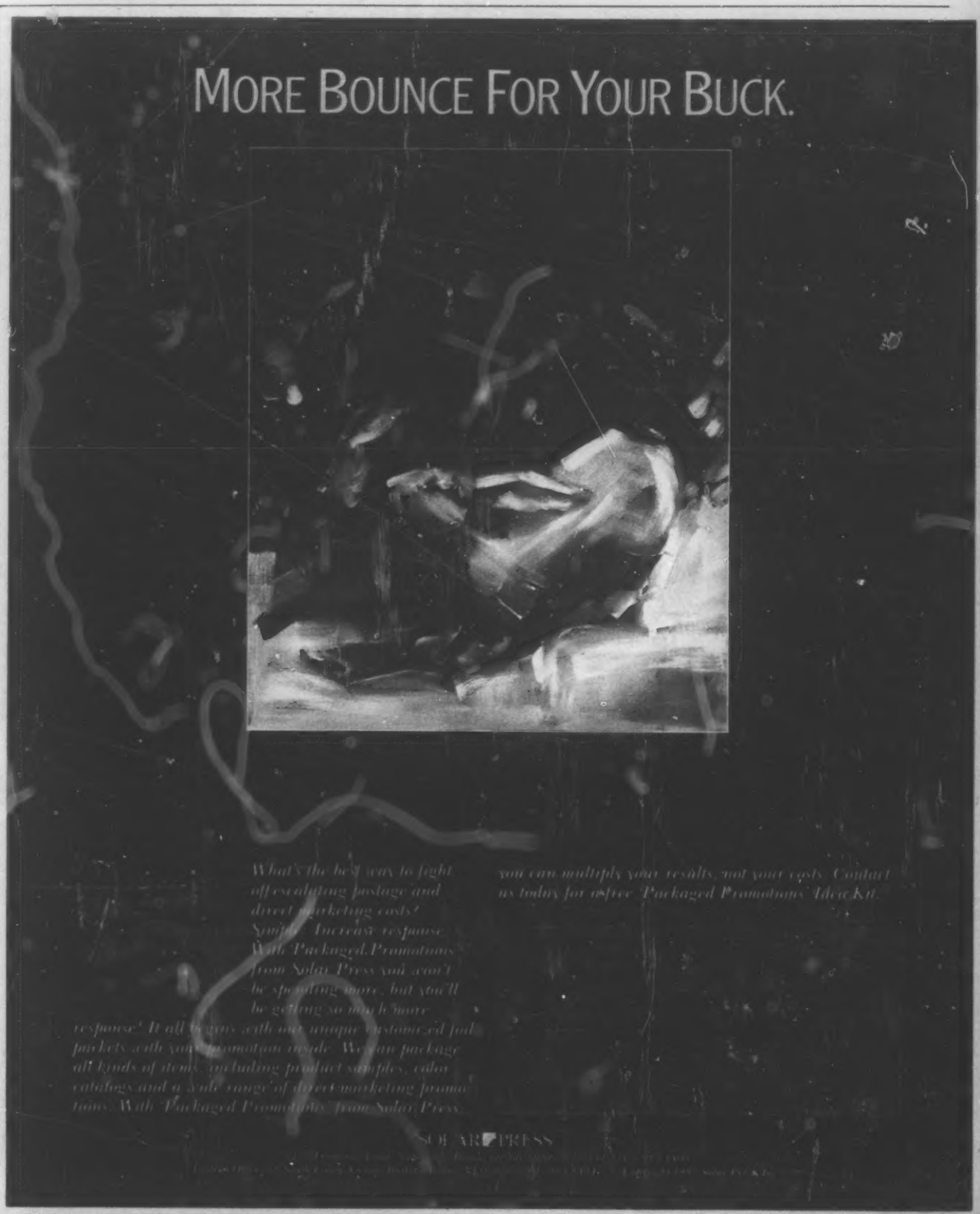
However, at least one network—Consumer Discount Network, Houston—has played the home shopping game and

(Continued on Page S-19)

Why they buy via home shopping programs
Reasons by income



Source: Jack Myers Inc., Communications Group, Jan. 1987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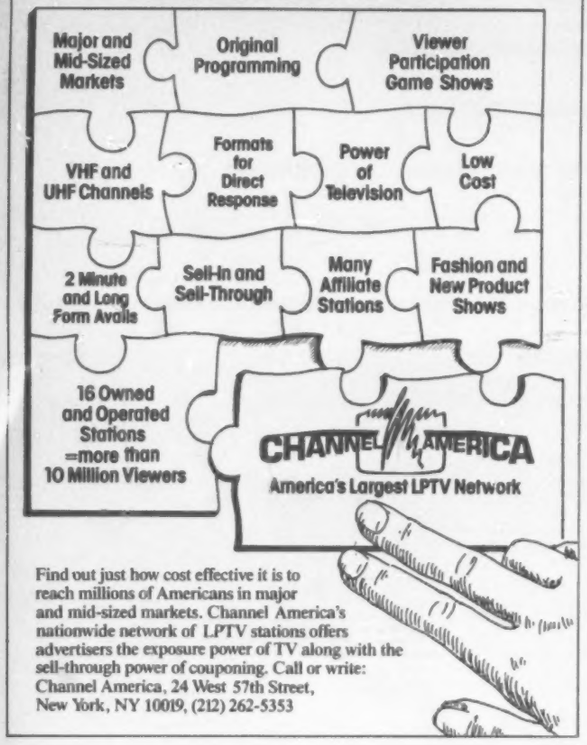
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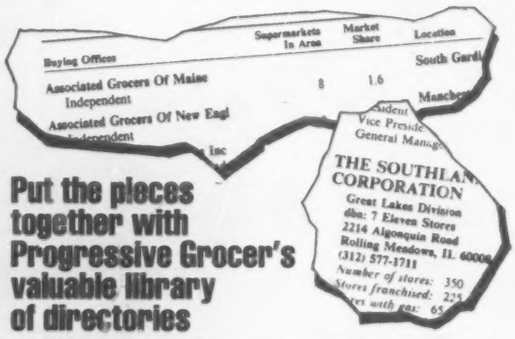

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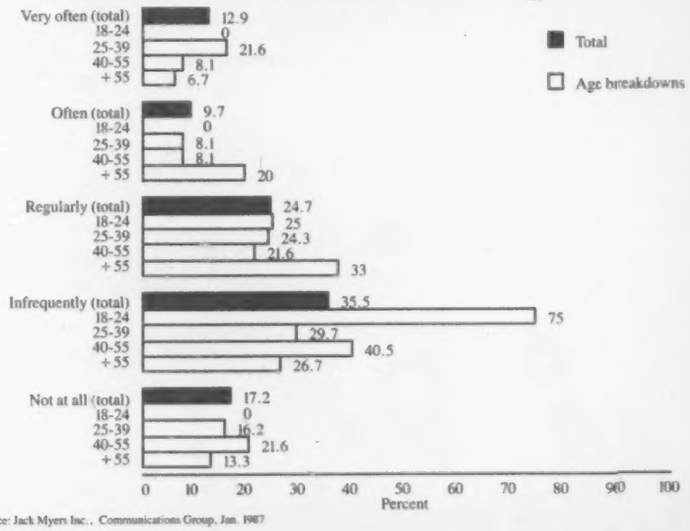
Data bank—Direct Marketing

National 24-hour home shopping services

Services	Launch date	Homes reached Dec. 1987 (millions) Cable	Broadcast	Content
Home Shopping Network (includes Home Shopping Network II)	July 1985	21.26	29.30	Jewelry, electronics, hardware, toys and clothing
Cable Value Network	May 1986	18.22	—	Electronics, tools, toys, jewelry and clothing
Quality Value Network	Nov. 1986	10.70	—	Jewelry, electronics and appliances
America's Value Network	April 1987	.840	10.60	Discount merchandise
The Fashion Channel	Oct. 1987	7.60	—	Clothing, cosmetics and accessories
The Travel Channel	Feb. 1987	6.80	—	Travel related items and travel packages

Source: Paul Kagan Associates

How often they watch home shopping programs
By age of viewer



Source: Jack Myers Inc., Communications Group, Jan. 1987

Public awareness of TV home shopping programs

	(Base)	Very familiar	Fairly familiar	Only a little familiar	Not at all familiar	Don't know
Total public	(1001)	15%	22	34	28	1
Northeast	(213)	19%	22	31	28	—
North Central	(250)	13%	22	39	25	2
South	(340)	15%	20	33	31	1
West	(198)	13%	26	35	25	—
Non-metro area	(260)	8%	20	37	34	2
Metro area (under 1 million)	(338)	16%	21	32	30	1
Metro area (1 million +)	(403)	19%	25	35	21	—
Less than 35 years old	(366)	17%	24	40	18	1
35-64 years	(498)	15%	24	33	27	1
65 years or more	(130)	8%	12	25	54	1
High school incomplete	(100)	15%	14	26	44	—
High school graduate	(370)	15%	20	32	31	1
College incomplete	(189)	15%	26	34	24	1
College graduate	(330)	15%	25	41	19	—

*Less than ½%

Source: Opinion Research Corporation, April 1987

Consumers

(Continued from Page S-17)

lost. According to Andrea Baker, public relations manager, the network closed Dec. 31 because it had been unprofitable since it began in September 1986.

She says it would be "very unlikely" that Entertainment Marketing, the Houston-based company that began CDN, would try another home shopping venture.

Although smaller networks may be floundering, the biggest player in the home shopping game, HSN, has seen dramatic increases in sales over the past year. From fiscal 1986 to fiscal 1987, which ended Aug. 31, the company's revenues more than tripled to $582 million, with net earnings nearly doubling to $29.5 million, up 174% from 1986.

Although smaller networks may be floundering, the biggest player in the home shopping game has seen dramatic increases in sales over the past year.

During that time, it bought 10 UHF TV stations and created HSN 2, which reaches 24.5 million TV viewers, and intends to purchase stations until it reaches the Federal Communications Commission ceiling of 12.

HSN will continue to add affiliate stations and expand services to include financial, travel and pharmaceutical information segments and products on both cable and broadcast networks.

According to Larry Gerbrandt, senior analyst, Kagan Associates, the two second largest home shopping networks, QVC, Westchester, Pa., and Cable Value Network, Minneapolis, are roughly equal, each with projected 1987 gross revenues of about $120 million.

By 1992, 79 million households will have a home television shopping service available, but the industry's annual growth rate will have slowed to about 15%, resulting in total revenues of $5.6 billion, predicts Kagan Associates.

Associate editor Anita M. Busch coordinated this report on Direct Marketing.

Coming

Next week ADVERTISING AGE's Special Report will focus on **Newspapers.**

First in a series of discussions in the M/A/R/C Symposium.

A Candid Discussion About Database Marketing.

Q: What is the difference between database marketing and traditional direct marketing?

A: Database marketing is the next evolution of direct marketing. The primary difference is the ability to communicate more precisely with different market segments and incorporate the consumer response back into the database. Once the response information becomes part of the file it can be used for segmentation purposes in creating the next direct marketing program. The advances in the data processing industry over the last 10 years have made storing of large amounts of information about prospects and customers much more affordable. The real magic is in the analysis of the data and its application to a particular marketing problem.

Q: I currently employ targeting tactics in my media buys. How will this be different in a database marketing environment?

A: It'll give you the ability to communicate more precisely with identified market segments. Analysis of promotion responders can yield strategic marketing direction.

So, the collective intelligence of the database improves with use. By appending the database with additional information from previous promotions or database overlays, targeting can be refined to much higher levels. Each new promotion or database overlay added to your consumer database provides more marketing variables to segment market niches that have a higher propensity to respond to your offer.

Q: What kind of marketing applications should be considered for database marketing?

A: Categories which have a high degree of switching, are mature, or have well-defined niches are excellent candidates. Examples of programs which work well in a database strategy are competitive and continuity promotion programs, frequent traveler and shopper programs, sales lead generation and business-to-business direct marketing programs.

Q: If you had to describe the biggest difference between M/A/R/C Database Marketing and others, what would it be?

A: There is a big difference between just collecting information and knowing what to do with it. The most important difference is our ability to leverage over 25 years of marketing and consumer research experience to design, develop and implement marketing programs that best suit your needs. It becomes a matter of knowing what to ask, and then knowing what to do with the answers. Database marketing allows you to communicate with each customer on an individual basis and create a dialogue that will continually enrich your market intelligence. As an example, we very often uncover information that points to needed changes in the marketing mix. So, the results of the interpretation of the information can optimize strategic marketing programs. M/A/R/C can also identify cross-selling opportunities, either for existing products and services or for new introductions. And, you can use it as a tool to outmaneuver your competition's marketing strategy in as many or as few markets as you choose. With M/A/R/C Database Marketing, pre-emptive planning will become the norm because you will have quantified knowledge of the category consumer base.

Q: Isn't database marketing going to make an already expensive advertising vehicle even more so?

A: The true benefit of database marketing is that it optimizes each marketing program that you run. As mass media costs rise and response to these programs gets harder to quantify, the need for measurable marketing solutions increases. The ability to fine tune your targeting, so you only reach those prospects which have a high probability of responding, can dramatically reduce your costs while improving your volume. M/A/R/C can provide a turnkey test of database marketing with your brand or service for less than $100,000.

Q: I know M/A/R/C has a great reputation in custom research, but I imagine you use a service bureau for database management. Don't you?

A: No. Most direct marketing agencies do use a service bureau. M/A/R/C is unique. Information has long been our business and our state-of-the-art computer capabilities enable us to do everything in-house. We think it is the only way to offer clients a formula for success where one plus one equals four.

M/A/R/C has a long history of proactive client service. We have been dedicated for the past two decades to working with clients to understand and create the best product or service mix to sell in changing market conditions. This expertise and dedication to service are carried forward into our newest service, database marketing. When you think about it, an integrated system customized to meet your individual needs – a system that's capable of revolutionizing your marketing strategy – is a powerful concept.

Q: OK. You've got my attention. How do I find out more about M/A/R/C Database Marketing?

A: Call Ken Orton at 1-800-527-2680 or return the coupon.

☐ *Yes, I want to arrange an interview to find out how effective M/A/R/C Database Marketing can be for my company.*
☐ *I'm interested, but before we meet, call me at my office.*

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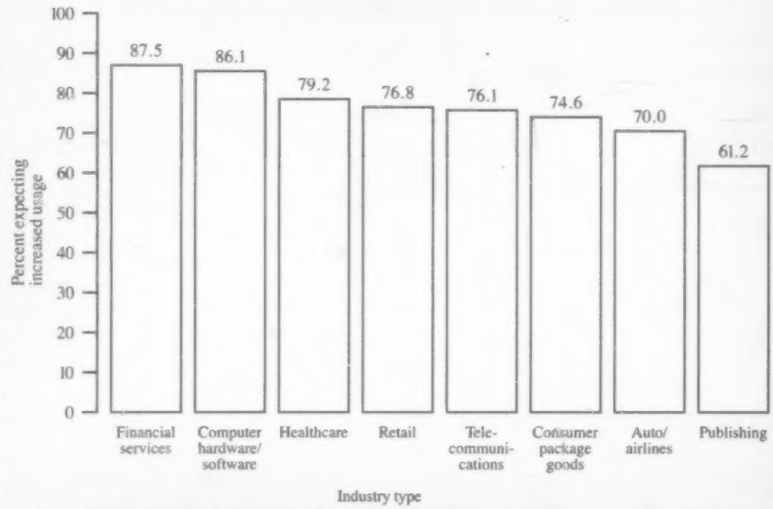
Data bank—Direct Marketing

Media usage
Today's patterns vs. tomorrow's expectations

Media	% For lead generation		% To generate sales		For sales support	
	Today	Tomorrow	Today	Tomorrow	Today	Tomorrow
Direct Mail	61%	52%	66%	56%	24%	22%
Magazines	53%	37%	43%	30%	27%	18%
Catalogs	31%	26%	38%	33%	10%	10%
Telemarketing	30%	32%	42%	42%	15%	17%
Newspapers	30%	21%	26%	17%	19%	11%
Pkg./Stmt. inserts	25%	22%	31%	25%	12%	9%
Free stdg. inserts	22%	18%	24%	18%	11%	8%
Point of sale	19%	13%	18%	14%	11%	8%
UHF/VHF television	15%	17%	15%	14%	15%	13%
Cable TV	11%	20%	13%	19%	8%	11%
Radio	11%	10%	11%	10%	14%	10%

Source: DMA Research Department, Marketing Council, Direct Marketing Practices & Trends Survey, 1986

Future involvement in direct marketing
By industry type



Source: DMA Research Department, Marketing Council, Direct Marketing Practices & Trends Survey, 1986

Direct response advertising trends
Estimated 1985–1986 U.S. ad volume

	1985 ($ Millions)	1986 ($ Millions)	Percent change
National			
Newspapers	3,352	3,376	+ 0.7
Magazines	5,155	5,317	+ 3.1
Network TV	8,285	8,570	+ 3.4
Spot TV	6,004	6,570	+ 9.4
Cable TV	637	752	+18.1
Network radio	365	423	+16.0
Spot radio	1,335	1,348	+ 1.0
Outdoor	610	600	– 1.5
Direct mail	15,500	17,145	+10.6
Other national media	12,112	12,749	+ 5.3
Total national advertising	53,355	56,850	+ 6.6
Local			
Newspapers	21,818	23,614	+ 8.2
Local TV	5,714	6,514	+14.0
Cable TV	130	179	+37.8
Local radio	4,790	5,178	+ 8.1
Outdoor	335	385	+14.9
Other local media	8,608	9,420	+ 9.4
Total local advertising	41,395	45,290	+ 9.4
Total all advertising	94,750	102,140	+ 7.8

Source: Robert J. Coen, McCann-Erickson, 1987

Honoring King: Marketers woo blacks in holiday promotions

By GARY LEVIN

Major marketers are dreaming up new ways to reach black consumers with special campaigns and promotions celebrating this week's observance of the Rev. Martin Luther King Jr.'s birthday and Black History Month in February.

Blue-chip advertisers including AT&T Co., Burger King Corp., Coca-Cola USA and McDonald's Corp. will honor the contributions of blacks in U.S. history and recognize the importance of black consumers with programs that run the gamut from TV campaigns to restaurant tray liners.

Most industry observers agree marketers have boosted their involvement substantially in campaigns and promotions related to the holiday and Black History Month.

Sarah Burroughs, senior VP-general manager at Burrell Advertising, Chicago, said that "there's certainly more [marketing activity] than I personally recall ever seeing," especially since the Rev. King's birthday became a national legal holiday in 1986. "As some companies get in the forefront and really get involved, other companies do it from a marketing standpoint," she said.

"There are a number of advertisers who recognize the importance of showing [blacks'] contributions as a way of showing interest in our markets and their interest in us as consumers," said Greg Walker, VP-management supervisor, UniWorld Group, New York.

Among major efforts running this month, targeted primarily to blacks:

- Burger King Corp., Miami, broke a TV spot and print ad celebrating the Rev. King's birthday, which was Jan. 15 but is celebrated today.

The No. 2 burger chain also plans print ads and a tray liner promotion for Black History Month. The ad shows a U.S. flag with names of prominent black historical figures sewn into it, themed "Black history: woven into the fabric of America."

Adolph Coors Co. and Burger King Corp. are among the marketers gearing their advertising and promotions to the birthday of Martin Luther King Jr. and Black History Month. Their programs run the gamut from print and TV campaigns to restaurant tray liners.

The tray promotion, depicting black Americans' role in literature, music, science and sports, will be made available to BK franchisees systemwide in February. It is supported by radio spots via UniWorld, the agency for BK's minority advertising. N W Ayer, New York, has the general account.

- Coca-Cola USA, Atlanta, will run for the sixth straight year its "Share the Dream" college scholarship sweepstakes. The cola giant broke a new TV vignette-style spot Jan. 15 featuring a montage of a library, grocery and graduation ceremony.

The TV spot, via Burrell, runs through February, supported by February magazine ads and a newspaper ad the week of Feb. 8 with coupons and sweepstakes entry blanks.

- Adolph Coors Co., Golden, Colo., continues its aggressive yearlong minority campaign with print ads tied to its general-market effort, themed "An American original," running in February issues of black-oriented magazines. The brewery also is running a separate print ad, in stark gray tones, offering "a moment of silence in celebration of the life and accomplishments" of the Rev. King.

Both efforts are part of the company's "continuous advertising in black media," said Cinde Dolphin, Coors area manager, who added that the holiday ads supplement both general and black-oriented ads in a major new campaign featuring former boxer Sugar Ray Leonard. GSD&M, Austin, Texas, handles Coors.

- McDonald's Corp., Oak Brook, Ill., offers glimpses of "Black history-makers of tomorrow" in a promotion that "honors the past by focusing on the future," said Melvin Fallis, senior VP at FraserSmith Corp., New York, which developed the promotion.

A new TV spot and print ad breaking in early February highlight 10 teen-agers, selected in a national search and essay contest, who show promise in future careers. Ad support was created by Burrell. The long-term program will be expanded next year to include regional contests with separate winners leading to the national competition.

- Sears, Roebuck & Co., Chicago, is running corporate ads in January and February issues of black-oriented magazines "paying tribute" to King and Black History Month. The nation's largest retailer also is sponsoring "Living the Dream," a syndicated TV special airing tonight on the legal observance of the holiday. An Allstate Insurance Cos. ad, via Leo Burnett USA, and a corporate ad featuring all of Sears' units, produced by Vince Cullers Advertising, will run during the special.
- Eastman Kodak Co., Rochester, N.Y., will run a print campaign next month recognizing black Americans' participation in the Olympics. The ad, also from UniWorld, coincides with the Winter Olympics in Calgary, Alberta.
- AT&T, New York, plans a February sweepstakes tied to Black History Month, themed "Call on your past to enrich your future." It includes several black historical figures and asks magazine readers to "call in and listen to the black history moment," a prerecorded message that provides contest entry information. AT&T also will run separate corporate ads acknowledging both observances. UniWorld handles.

Each of the advertisers using the Rev. King's name, photo or other likeness needed the approval of the civil rights leader's family and had to donate to the King Center for Non-Violent Social Change.#

Ad pages in farm publications for 12 months, 1987-86

Fourth-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

	Pages			
	Oct.-Dec. 1987	Oct.-Dec. 1986	Jan.-Dec. 1987	Jan.-Dec. 1986
— Canadian —				
Country Guide:				
Eastern Edition	97.3	85.2	448.3	440.5
National Edition	139.4	118.1	709.2	716.5
Western Edition	95.8	86.7	465.4	506.2
La Bulletin des:				
Agriculteurs	—	—	—	—
Total Group	332.5	290.0	1,622.9	1,663.2
% change		14.7%		-2.4%
— Dairy & livestock —				
Beef Today	42.7	25.1	181.4	101.9
Beef Magazine A.	96.6	83.2	525.8	460.5
Beefweek	93.2	136.7	381.7	519.1
The Cattleman	261.6	216.4	926.8	992.8
Dairy	67.0	49.2	278.0	275.0
Dairy Today	57.7	36.6	234.4	176.7
Dairy Herd Management	—	—	—	—
Drovers Journal (21X) A.	—	—	—	—
Feedlot Management	—	—	—	—
Florida Cattleman	202.7	220.0	670.1	776.3
Hoards Dairyman (21X) A.	108.6	104.3	484.7	523.4
Hogs Today	62.5	51.4	196.7	162.8
Hog Farm Management	—	—	—	—
National Hog Farmer	175.5	169.9	613.0	642.2
Pork '87	—	—	—	—
The Hog Producer	—	—	—	—
S. Beef	—	—	—	—
Southern Beef Producer (8X)	27.6	42.6	158.2	195.1
Sunbelt Dairyman (6X)	—	—	—	—
Western Livestock Reporter	211.0	184.6	472.6	475.7
Total Group	1,406.7	1,320.0	5,123.4	5,301.5
% change		6.6%		-3.4%
— Fruit & vegetable —				
American Fruit Grower	78.1	88.3	406.4	465.6
American Vegetable Grower	101.2	130.2	556.2	592.3
Citrus & Vegetable	150.2	132.3	586.6	570.8
Hay & Forage Grower	14.6	—	88.0	—
The Citrus Industry	—	—	—	—
The Grower	80.4	80.0	391.0	306.7
Total Group	424.5	430.8	2,028.2	1,935.4
% change		-1.5%		4.8%

	Pages			
	Oct.-Dec. 1987	Oct.-Dec. 1986	Jan.-Dec. 1987	Jan.-Dec. 1986
— General farm publications —				
American Agriculturalist	56.0	47.0	240.0	246.0
California Farmer (21X) A.	105.0	114.0	344.0	425.0
Colorado Rancher & Farmer	—	—	—	—
Farm Futures A.	52.9	75.3	351.0	368.0
Farm Industry News (10X)	66.9	86.2	425.5	436.8
Farm Journal (14X)	81.2	103.2	554.2	535.2
Farm Progress Group:				
Prairie Farmer (21X) A.	146.0	129.0	700.2	801.5
Indiana Edition (21X)	—	—	—	—
Wallace's Farmer (21X) A.	—	—	—	—
Wisconsin Agriculturist(21X)	—	—	—	—
Florida Grower & Rancher	77.7	72.5	279.5	317.1
HBJ Farm Unit:				
Colorado Rancher & Farmer (12X)	39.6	44.9	221.6	288.6
Kansas Farmer (16X)	52.8	59.0	348.1	432.6
Michigan Farmer (16X)	71.3	64.2	384.7	426.9
Missouri Ruralist (16X)	49.1	61.0	362.0	476.0
Nebraska Farmer(23X)	120.5	147.5	787.8	909.4
Ohio Farmer (16X)	64.6	72.8	464.4	515.3
Oklahoma Farmer-Stockman (12X)	39.4	36.4	192.8	181.1
Pennsylvania Farmer (16X)	55.5	46.4	359.4	354.0
Texas-Farmer Stockman (12X)	35.2	34.8	181.1	169.0
High Plains Journal:				
Eastern Kansas (52X)	433.3	378.5	1,785.2	1,776.2
Colorado	437.5	385.9	1,815.9	1,812.5
Nebraska	421.4	362.7	1,758.9	1,719.6
Oklahoma-Texas	441.4	392.6	1,817.3	1,795.2
Western Kansas	482.4	437.3	1,970.1	1,983.2
Kentucky Farmer	27.0	36.3	205.5	241.7
Lancaster Farming (52X)	1,608.3	1,555.5	6,986.0	6,684.2
Pecan South (6X)	20.3	24.5	78.7	70.6
Progressive Farmer A.	128.4	115.7	582.6	612.7
Specialized Agricultural Publications:				
Flue Cured Tobacco Farmer	20.6	15.5	94.0	92.2
Peanut Farmer (8X)	—	—	102.7	94.3
Successful Farming Now A.	143.5	102.8	627.8	547.2
Tennessee Farmer	18.7	20.3	116.5	131.8
The Farmer (24X)	100.8	118.3	586.7	702.4

	Pages			
	Oct.-Dec. 1987	Oct.-Dec. 1986	Jan.-Dec. 1987	Jan.-Dec. 1986
Top Producer	27.6	32.3	183.6	161.4
Western Farmer-Stockman Magazines:				
Ariz. Farmer-Stockman (12X)	42.9	40.5	158.1	212.1
Idaho Farmer-Stockman (20X)	74.8	61.1	356.2	418.5
Mont. Farmer-Stockman (20X)	98.7	88.6	507.4	572.9
Ore. Farmer-Stockman (20X)	60.9	50.5	278.8	324.2
Utah Farmer-Stockman (20X)	64.7	49.5	253.0	262.2
Wash. Farmer-Stockman (20X)	62.2	49.2	299.0	341.3
Total Group	5,828.9	5,511.9	26,760.3	27,438.8
% change		5.8%		-2.5%
— Poultry —				
Broiler Industry	171.3	149.6	621.5	571.5
Egg Industry	58.0	46.3	228.7	217.0
Poultry Digest	98.4	81.7	283.9	253.7
Poultry & Egg News	—	—	—	—
Poultry Times	—	—	—	—
Northeast/Midwest	—	—	—	—
Pacific Edition	—	—	—	—
Southeast Edition	—	—	—	—
Southwest Edition	—	—	—	—
Poultry & Egg Marketing	—	—	—	—
Total Group	327.7	277.6	1,134.1	1,042.2
% change		18.0%		8.8%

(X) Represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions.

All figures represented in this chart are supplied by the magazines. Advertising Age makes no attempt to verify them and, therefore, is not responsible for inconsistencies or errors.

FOCUS ON OLYMPICS

Why some won't play the Games

By LAURIE FREEMAN and JANET MEYERS

Procter & Gamble Co., the giant consumer-products company that spends about $1.4 billion a year on advertising, will not play a marketing role in the 1988 Olympics.

The cost is too high, executives say.

The company is not alone in its opinion. Black & Decker Corp., Colgate-Palmolive Co. and other major advertisers think the cost of becoming an Olympics sponsor or advertiser is not efficient.

The cost of an Olympic sponsorship varies with the product or service involved.

P&G, Cincinnati, did sign a yearlong agreement with the U.S. Hockey Team for its Sure antiperspirant. But that agreement does not cover the Olympic Games.

"Once the Calgary Games open, you have to be an official sponsor to [promote your] affiliation with a team," said a spokesman for Hill & Knowlton, New York, which is handling Sure's public relations.

Like P&G, Colgate investigated possible sponsorships and media buys during the Olympics but declined to participate. Colgate "found that the cost-efficiency is out of line with other network opportunities," a company spokesman said.

Lever Bros. bought TV time for several of its food and household products during the Olympics but decided against becoming an official sponsor.

"The person buying our products generally is the homemaker, who buys the products that are used throughout the house. We have found that women are not all that interested in the Olympics, and there is no reason for us to be a primary sponsor in that environment," a Lever spokesman said.

M&M/Mars, Hackettstown, N.J., which sponsored the official snack food of the 1984 Olympics, declined any sponsorship this year, partially because there is no product category for snack foods and also because the Games are not in the U.S., said Hans Fiuczynski, M&M/Mars external relations director.

For the 1984 Los Angeles Games, M&M/-Mars' top two candy brands, Snickers and M&M's, were the Olympics official snack food, a crucial nomenclature for Mars, which was trying to reposition its confections as wholesome snacks.

In 1988, Nabisco Brands, East Hanover, N.J., will be the official sponsor for cookies, crackers and confectionary products—a broader category than M&M/Mars wanted.

Black & Decker Corp., the Towson, Md.-based marketer of housewares and power tools, considered a sponsor role for the '88 Olympics a year and a half ago. B&D then was changing newly acquired General Electric Co. household products to the B&D name, and the Olympics represented an alluring international marketing possibility, said Barbara Lucas, B&D VP-public affairs.

But the steep sponsorship costs forced B&D to nix the idea.#

Olympic sponsors set world record

(Continued from Page 3)

beginning Feb. 13. The kickoff commercial, created by Cliff Freeman, chairman-chief creative officer at Cliff Freeman & Partners, New York, a Saatchi & Saatchi DFS Compton agency, features a female speed skater in the dark, then cuts to a series of fluorescent Philips lights blazing onto the rink.

• Visa International, San Mateo, Calif., which has been lording its global sponsorship status over rival American Express Co. since May, plans to spend about $15 million on Olympic-associated advertising this year.

Visa purchased half the broadcast time available in the credit card category, said Jan Soderstrom, VP-advertising and marketing communications.

The company will break a new spot continuing its 3-year-old "It's everywhere you want to be" theme during coverage of the Winter Games.

The commercial will focus on an establishment in Calgary that accepts Visa but not the AmEx card.

During the last days of the Games, Visa will start airing a spot promoting its donation program for the Summer Games in Seoul.

That spot, like the one Visa broke last July to promote donations to the winter teams, will use the tagline "Pull for the team."

• Federal Express Corp., a global sponsor and the sole air-freight-express advertiser on ABC, will air spots from its new "It's not a package. It's your business" campaign that focus on international delivery.

Fallon McElligott, Minneapolis, handles.

Memphis, Tenn.-based Federal Express is concentrating its promotional efforts in Calgary on a nightly multimedia show that it will stage at the Olympic Plaza after presentations to each day's medal winners.

The shows will include lasers, fireworks and a giant Fed Ex Olympic logo.

• Eastman-Kodak Co., Rochester, N.Y., worldwide sponsor for film, photo processing, batteries and non-35 millimeter cameras, is the only advertiser on ABC in those categories.

The 39 spots it will air during the Winter Games will be divided evenly among film, batteries and its Colorwatch processing.

A spot for Kodak's VRG film that will air only during the Games will feature skier Debbie Armstrong, who won a gold medal in Sarajevo, "growing up" on Kodak film.

The company also will insert a 10-page viewing guide in the Feb. 13 issue of *TV Guide* that will carry ads from several Kodak divisions.

J. Walter Thompson USA, New York, is Kodak's main agency.

• Anheuser-Busch, St. Louis, will air Olympics-themed commercials for all major brands, including a "Light up the night" spot for Michelob Light that will show people skiing and skating at night.

A-B corporate advertising created by Hal Riney & Partners, Chicago, also is expected.

• Miller Brewing Co., Milwaukee, will air spots throughout February for a promotion of its High Life, Genuine Draft and Lite brands.

For every case of the beers sold in the month, Miller will donate 5¢ to the Olympic Training Center.

Backer Spielvogel Bates, New York, handles.

• McDonald's Corp., Oak Brook, Ill., is a USOC sponsor and shares the fast-food category on ABC with Wendy's International, Dublin, Ohio.

Although it will advertise heavily during the Winter Games, McDonald's is saving its promotional muscle for the summer, sources said.

Summer plans include a reprise of the "When the U.S. wins, you win" scratch-card game it ran during 1984.

During the winter, sources said they expect special discounting promotions and commercials featuring athletes preparing for the Games.

Leo Burnett USA, Chicago, is McDonald's agency.

Wendy's will unveil its long-awaited first major campaign from Backer Spielvogel Bates.

The campaign will continue the "Best burger in the business" theme with a product quality message.

• East Hanover, N.J.-based Nabisco Brands, which signed on as USOC sponsor too late to produce Olympics-themed TV spots, has scheduled a Feb. 7 free standing insert promoting its cookie and cracker division.

The insert will include a sweepstakes offering official Olympics jackets and trips to Olympic cities.

Hills, Calif., a USOC sponsor, in February will expand its Olympics-themed frequent traveler program to include an instant-winner promotion.

A TV spot for the program, featuring Hilton Chairman Barron Hilton, will break during ABC's coverage.

The spot, shot in Calgary, shows Mr. Hilton standing among U.S. Olympics team members. McCann-Erickson, Los Angeles, handles.

• K mart Corp., Troy, Mich., is not an official Olympics sponsor but is

Biggest spenders on ABC's Winter Olympics

($ in millions)

- Chrysler and Ford ($50)
- Anheuser-Busch and Miller ($25)
- Allstate, Northwestern Mutual Life and New York Life ($20)
- Merrill Lynch ($15)
- Apple, IBM and Compaq ($15)
- McDonald's and Wendy's ($14)
- Blue Cross/Blue Shield ($13.5)
- Visa and American Express ($11)
- American Airlines and Northwest ($10)
- US Sprint and MCI ($10)
- K mart ($10)
- Johnson & Johnson ($8)
- Federal Express ($7.5)
- Quality Inns ($7)
- Kodak ($6)
- Gallo ($6)
- Michelin ($6)
- Lipton ($6)
- General Foods ($5.5)
- Campbell Soup ($5)
- CPC Int'l/Best Foods ($5)
- Wrangler ($5)
- Hertz ($5)
- Weyerhaeuser ($5)

Source: Advertising Age

Nabisco's Del Monte USA and Planters divisions also have official sponsor status and will advertise on ABC's broadcast.

Nabisco's main cookie/cracker agency is Saatchi & Saatchi DFS Compton, New York.

• General Foods Corp.'s Maxwell House, the official coffee brand of the USOC and the Winter Games, apparently is brewing up a big Olympics effort.

The Rye Brook, N.Y.-based company drastically cut its coffee ad budget in the second half of 1987 and plans to break a new Maxwell House campaign during the ABC broadcast. Ogilvy & Mather, New York, handles.

• Apple Computer, Cupertino, Calif., has made a large buy on ABC that probably will make it the No. 1 personal-computer advertiser during the Games, said Sharon Lack, advertising and sales promotion manager.

Apple is not a sponsor—IBM Corp. is the computer sponsor of the Winter Games—but Ms. Lack hinted that Apple's involvement "is not just in media time."

Apple's entire Olympics campaign will promote the Macintosh computer. BBDO Worldwide, New York and Los Angeles, handles.

• Hilton Hotels Corp., Beverly spending about $20 million on commercials during telecasts of the Winter and Summer Games.

An additional $10 million is being spent on its sponsorship of the U.S. hockey team, a special Olympics national newspaper and magazine campaign, and a 2,200-storewide customer sweepstakes. Ross Roy Inc., Detroit, handles.

• Blue Cross & Blue Shield Association, Chicago, is spending about $15 million on its USOC sponsorship, which includes a huge buy on ABC. TV spots have been running since the fall, and new print ads break in February.

Hal Riney & Partners, Chicago, is its agency.

• Prudential Insurance Co. of America, Newark, N.J., though not an official sponsor, is a major advertiser on ABC and will run an Olympics-related ad in magazines.

Backer Spielvogel Bates handles.#

Contributing to this report were Verne Gay, Judann Dagnoli, Judith Graham and Patricia Winters in New York; Ray Serafin and Patricia Strnad in Detroit; Scott Hume and Julie Liesse Erickson in Chicago; Janet Meyers in Washington; and Cleveland Horton and Marcy Magiera in Los Angeles.

Confusion could hurt sponsors

By PATRICK McGEEHAN

The biggest contest at the Winter Olympic Games in Calgary, Alberta, next month will be off the field.

Marketers will be racing to ensure that the buying public associates their companies with the Games.

Official Olympics sponsors, who paid huge sums for the right to call themselves that, might find consumers are confused.

Companies that draw any connection to the Olympics without buying a sponsorship "are taking advantage of the American public by causing confusion in the minds of the consumers," said Robert Prazmark, VP at ISL Marketing USA, New York, which sold exclusive sponsorships to nine companies at an average cost of more than $13 million.

ABC-TV, the U.S. network that is broadcasting the Games, established 76 advertising categories but did not offer "category exclusivity." Instead, it set $3 million as the original cost of entry for advertisers.

Because not all the advertisers on the Olympics will be official sponsors, there may be confusion.

For example, Visa International, San Mateo, Calif., and American Express Co., New York, will advertise, but AmEx is not an official sponsor. Visa paid about $15 million for its global sponsorship.

AmEx, which passed on the deal before Visa bought it, is so intent on tying into the Olympics that it is including magazine ads featuring former Olympic stars Eric Heiden and Billy Kidd in its "Portraits" campaign.

Anheuser-Busch, St. Louis, and Miller Brewing Co., Milwaukee, will be the only beer advertisers during the broadcast. A-B is the official beer sponsor of the U.S. Olympic Committee and the Winter Games while Miller is the sole sponsor of the Olympic Training Center.

"Our advertising uses the logo of the Olympic Training Center because it's something unique," said Alan Easton, Miller's VP-public affairs. "The Olympics committee has sliced sponsorships so many different ways that there's really a terrible clutter problem with Olympics tie-ins."

Olympic officials acknowledge the confusion but add that they have tried to police it.

"Our obligation is to protect and deliver meaningful exclusivity," said David Shanks, general manager-corporate relations for the Calgary organizing committee.#

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NEW

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Crain's International Newspaper of Marketing. In Two Sections. Section 1.

VIE DE FRANCE What went wrong?

By JANET MEYERS

MCLEAN, VA.—On Aug. 28, 1986, the French businessmen who controlled Vie de France Corp. locked the company's $1 million-a-year president out of his office.

They hoped they had seen the last of him.

But two months later, there was Lloyd J. Faul, speaking from the floor at the company's annual meeting here. Defiant as ever, the lean, fit, former U.S. Army general proclaimed he was leaving "with my head high, because I'm extremely proud of the achievements of this company."

Then, with his flair for drama, Mr. Faul presented the Frenchmen with a parting gift: notice of a $26 million lawsuit charg-

(Continued on Page 34)

Trust bedevils agencies—P. 18

Newspaper wars—P. S-1

Murdoch's time

Launches multi-book incentive plan

By PATRICK REILLY

NEW YORK—Murdoch Magazines is unwrapping a multi-magazine advertiser incentive plan based on space credits, the first such plan to be offered by a major magazine group since Time Inc. unveiled its Max-Plan last year.

Murdoch's Group Advertising Plan covers a diverse, fast-growing fleet of titles that range from the trendy *Elle* to the supermarket tabloid *The Star*.

Reflecting its mix of magazines, including recent start-ups such as *Automobile* and *Premiere*, the plan offers special incentives, not found in Max-Plan, to lure advertisers to expand their buys into untried Murdoch titles and increase their spending in general.

In another significant departure from Time Inc.'s strategy, the Murdoch plan does not insist that advertisers maintain or increase the share of their total print budget allotted to its magazines to qualify for space credits.

New magazine rates force agencies to change—Page 71

Although adopted by *Newsweek's* Match Plan, Time Inc.'s Max-Plan remains the only multi-magazine incentive plan built around the share-of-market strategy.

Publishers and agency media buyers said Murdoch's move is fresh evidence that advertisers are coming to "expect" special incentives that go beyond traditional package rate discounts.

The more traditional discounts are built around frequency and adding titles, such as those offered by Conde Nast Publications, Diamandis Communications Inc. and Hearst Corp.

"The Murdoch plan is recognition

(Continued on Page 74)

GE/RCA goes with Ammirati

By GARY LEVIN

Thomson Consumer Electronics says a well-rounded presentation resulted in Ammirati & Puris, New York, winning its $15 million-to-$20 million account.

Indianapolis-based Thomson, formerly GE/RCA Consumer Electronics, said Ammirati won the business last week with an assignment given each of the finalists for a hypothetical campaign for a TV set to be introduced in the fourth quarter of 1988.

In October, Leo Burnett USA, Chicago, resigned the $15 million RCA account, citing reduced compensation and the decision to start an agency review (AA, Oct. 5).

Thomson SA, a French company, bought the electronics brands last year from General Electric Co. and combined the RCA advertising assignment with the $5 million GE electronics account, previously at BBDO Worldwide, New York. BBDO later pulled out of the review.

Agency sources indicated a fee and commission system approaching a previously standard 15% profit was negotiated for Ammirati.

Ammirati will create separate campaigns for the GE and RCA electronics brands, with RCA getting the bulk of the total budget. The brands will not use the Thomson name in any marketing efforts.

BBDO still handles most of GE's corporate, appliance and lighting products (AA, Dec. 21).

Ammirati's first print and TV effort will break in September, traditionally the start of the year's major electronics selling season.#

Highlights

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Marketers are dressing up boxes of chocolates in black tie or pinstripes as valentine's gifts for men.

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10 Saatchi eyes business-to-business
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Toothpaste marketers are resuming intense advertising of plaque and tartar-removal products.

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HDM is beefing up its Asian operations to better serve key client Colgate-Palmolive Co.

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The affinity credit-card universe has another big entrant—the U.S. Olympic Committee.

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Corporate sponsors are pulling out all the stops in shifting dollars from national to local events.

68 Philippines worries rum producers
Puerto Rican rum producers are concerned the Philippines could jeopardize their dominance in the U.S.

71 Agencies shift magazine strategies
Agency media departments are being forced to re-evaluate the way they buy magazine space.

INTERNATIONAL

66 Nielsen sues AGB in France
A.C. Nielsen Co. is suing Audits of Great Britain for unfair competition after AGB won the exclusive contract for France's first people meters.

The Vie de France photograph on the cover was taken by Stan Miskiewicz.

AD REVIEW: Hartley and Celestial teas. Page 76.

PERSPECTIVAS: "Tonight Show" viewers needed a Spanish-English dictionary for this RC Cola spot. P. 58.

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ABP MPA ABC

Dole campaign drops Ringe shop

By STEVEN W. COLFORD

WASHINGTON—He was the first presidential contender to consider using national cable TV in the 1988 campaign. Now he is the first to replace his ad agency.

Less than a month before the critical New Hampshire primary, Sen. Robert Dole (R., Kan.) last week dropped Ringe Media, the agency he hired only three months ago.

The move to replace Ringe underscores increased pressure on all political consultants to produce TV spots that move voters.

Recently, two Republicans, former Delaware Gov. Pierre du Pont and the Rev. Pat Robertson, and Massachusetts Gov. Michael Dukakis, a Democrat, changed media buyers or image-makers.

But it was Sen. Dole, in an all-out nomination battle with Vice President George Bush, who took the boldest step.

Dole insiders, speaking anonymously, confirm that agency President Donald Ringe now is an unpaid media consultant whose only future role will be in production.

Larry McCarthy, formerly a top lieutenant to Roger Ailes at Ailes Communications, New York, now handles the campaign's creative decisions. Multi Media Services, Alexandria, Va., retains media buying.

Mr. McCarthy was hired in December by campaign manager William Brock, the former Tennessee senator and Republican National Committee chairman.

"The fuse was lit then," one insider said. "That was the beginning of the end for Ringe."

If that was the start, then the end was Ringe Media's failure to produce spots that moved voter numbers.

In Iowa, the Dole campaign believes strong organization, limited paid media and a "he's-a-midwesterner-just-like-us" message should propel the Kansas senator to victory in the Feb. 8 caucuses.

The Dole message now being disseminated in New Hampshire is basically the same one used in Iowa, and campaign sources believe the two states are too dissimilar for the same message to work.

ROBERT DOLE

"Iowa is an organization state, and Dole has a good one there," a source said. "Dole on a farm, with Dole talking about his war injury and working his way up—that played well in Iowa.

"But New Hampshire is more of a media-driven state because it's a primary state, not a caucus state like Iowa. The simple story being told in Iowa is not enough in New Hampshire, which is George Bush country. . . . They're showing Dole on a farm, and there just aren't many wheat farmers in New Hampshire."

The Dole campaign has aired only a handful of TV spots to date, most of them excerpted from or based on an 18-minute biographical video produced by Murphy & Castellanos, Alexandria, Va.

Another Dole campaign official said the agency change was "mostly a matter of personalities."

One source said, "You can put up with someone who's an [expletive] and is creative, but if he's not creating, why put up with him?"

Officially, Dole campaign staffers and Mr. Ringe deny any change in their relationship.#

Consumers buy more if they like president

By LEO J. SHAPIRO and DWIGHT BOHMBACH

The link between consumer spending and the way people feel about the U.S. president is so close that a sensible economic forecast depends on a realistic forecast of the next president's popularity, an ADVERTISING AGE poll reveals.

The monthly phone polls of 5,416 consumers interviewed during 1987 by Leo J. Shapiro & Associates, Chicago, turned up new data on links between the way people feel about finances, the nation, personal spending and the president.

Adults who said they were "pleased" with President Reagan's performance were weighted statistically to match the age, education

and income of respondents who said they were "displeased" with his performance.

Spending link

The finding: People pleased with the president's performance are more likely to be optimistic about the country and the economy, more hopeful for their own future and more inclined to go out and buy all kinds of consumer goods.

In fact, people pleased with the president are three times as likely (42% vs. 14%) to believe things are going better for the nation and more than twice as likely to think the economy will get better (44% vs. 20%).

Confidence in one's own financial future and feelings of affluence also are vital ingredients in consumer willingness to spend freely and to make major purchases.

Those happy with the president are more likely to say they are having an easier time getting along and paying the bills (44% vs. 28%) and to feel confident about their own finances in the coming year (56% vs. 39%).

The percentage spending freely to maintain their standard of living is 13 points higher among consumers pleased with their president (78% vs. 65%). Spending freely means not cutting back on clothing, food and other items.

Spending for major goods and services also is affected *(see table)*. For example, those pleased with the president are 29% more likely than those displeased with him to be planning a new-car purchase (22% vs. 17%). They also are more likely to be shopping actively for a car (11% vs. 9%).

The next president

With the presidential election less than 10 months away, no one candidate has emerged yet from either party who is popular enough to be mentioned spontaneously by more than 7% of Americans as someone they would prefer over President Reagan.

Americans are hungry for a president in whom they can believe. But none of the candidates has demonstrated that kind of potential, according to the polling.

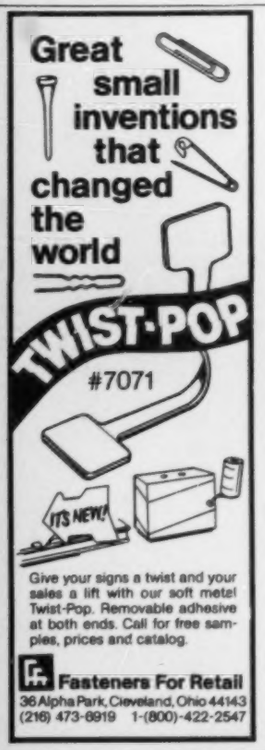
This situation raises the possibility that if no one suddenly "catches on" with voters, a dark-horse candidate capable of capturing the confidence of a majority of Americans could appear later this year.#

Messrs. Shapiro and Bohmbach are with Leo J. Shapiro & Associates.

Reagan's job performance rating

Spending for major goods and services is sharply affected by people's opinions of the president, according to Leo J. Shapiro & Associates, Chicago. The question, "Overall, are you pleased with the job Ronald Reagan has been doing as President of the United States?" drew "yes" responses from 3,029 people and "no" from 2,120 respondents. This chart shows spending plans of the "pleased" group to be higher than those not pleased in almost all categories.

Plan to buy major goods in 1988...	Pleased	Displeased
New car	22%	17%
Used car	19	18
Housing	18	13
Furniture	30	24
Appliance	17	15
Carpeting	15	11
Color TV	12	10
Air travel	42	34
Hotel/motel stay	52	41
Shopped during Dec. '87 for...		
New car	11	9
Used car	8	8
Housing	10	8
Furniture	13	10
Appliance	8	7
Carpeting	6	4
Color TV	5	4
Air travel	19	14
Hotel/motel stay	19	13



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'Nat'l Journal' plans special dailies

WASHINGTON—The *National Journal* plans a daily tabloid edition for the Democratic and Republican conventions this summer, which will attract about 20,000 people each.

The National Journal Convention Daily, which also was published during the 1984 national political conventions, will cover topics ranging from political party infighting and media coverage to local saloons and sights.

The weekly *National Journal*, a Times Mirror Magazines publication, specializes in government affairs reporting and circulates to a small, elite audience of government policymakers, journalists and corporate and labor government affairs executives. Circulation is about 10,000.

More than half the ad space for the convention dailies has been sold, said *Journal* Publisher Roger Kranz. The publications will be distributed free during the Democratic convention July 17 to 22 in Atlanta and the Republican gathering Aug. 14 to 19 in New Orleans.

Mr. Kranz said the advertiser list includes Bell Atlantic Corp., Citibank, General Dynamics Corp., General Motors Corp., MasterCard International, Philip Morris Cos. and the National Cable Television Association.

In 1984, nearly all the available ad space for the convention dailies was sold, generating more than $200,000 in revenue, Mr. Kranz said. He said the tabloid will bring in at least that much in advertising in 1988.

A b&w page costs $8,250, before frequency discounts; a color page is $9,250. A guaranteed position carries a 10% surcharge. Each issue will be 40 pages, with about 60% devoted to editorial, 40% to ads, Mr. Kranz said.

Local advertisers will be able to use a special Sunday insert featuring stories about the convention cities, maps and sight-seeing possibilities.

Pressrun for each issue will be 20,000. Copies will be available in local hotels, convention halls and convention media space, Mr. Kranz said.

Advertising will count toward accumulating corporate discounts in the *Journal* as well as two other Times Mirror publications, *The Capital Source*, a quarterly directory, and *Government Executive*, a monthly magazine.#

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Kenner prays for Blessings

By JAMES P. FORKAN

Has the toy business found religion?

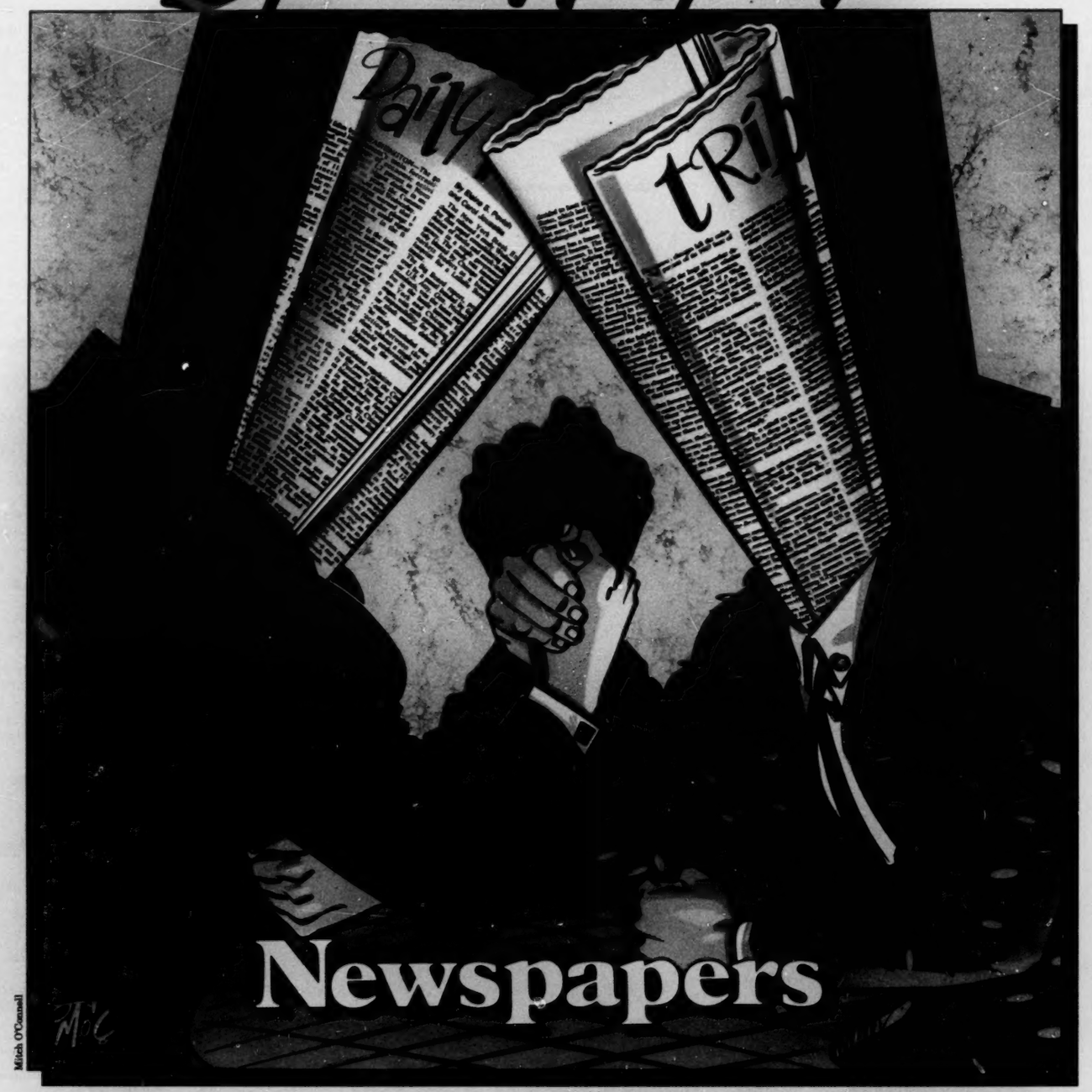
Kenner Parker Toys' Cincinnati-based Kenner Products plans a spring introduction for Special Blessings, a line of four dolls that can be put into a praying position.

Each doll, whose eyes look heavenward, comes with a booklet of inspirational thoughts and sayings, such as "Before I go to bed, dear Lord . . . I really want to thank you lots for being my best friend."

The dolls were developed for Kenner by Those Characters From Cleveland, Independence, Ohio, the licensing arm of American Greetings Corp. The introduction will be supported by a $5 million print and TV campaign, via Grey Advertising, New York, said Kenner Parker Toys President David Mauer. A small amount will be placed in religious media.

Advertising will break "around Easter," Mr. Mauer said.#

Special Report



Mitch O'Connell

Last metro foes still feisty fighters

By Robert Goldsborough

One of the inescapable truths about American newspapers today is that competition, at least in the traditional sense of the big-city dailies slugging it out with each other, is limited to a precious few major markets.

True, other newspaper "forms" have supplied competition by emerging to take chunks out of the metro dailies' turf: the muscle-flexing suburban daily, often distributed in numerous communities or whole counties; advertising-laden free weeklies and shoppers; the "national" papers. If you're looking for cities with separately owned, separately produced downtown dailies, though, the list is short, although the action is hot. Consider that within the last year:

- William Dean Singleton has purchased a major player in no less than *three* competitive markets—Denver, Dallas, Houston.
- The battle over whether Rupert Murdoch should be allowed to retain both newspapers and broadcast properties in New York and Boston has moved into the U.S. Senate.
- For the first time, a request to the federal government for the creation a Joint Operating Agency has been denied (Detroit), although the appeals, which may well decide the fate of the *Detroit Free Press*, continue.
- The remaining dailies in Minneapolis and St. Paul have crossed into each other's territory, creating what is in effect a single newspaper market where two previously existed.

One might wish for a greater number of truly competitive newspaper situations, but the ones that remain and are chronicled on the following pages show that in some corners, the feisty spirit of "The Front Page" lives.

Unless otherwise noted, all circulation figures in this section are from the Audit Bureau of Circulations FAS-FAX report for the six months ended Sept. 30, 1987.

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Competition in Dallas still fierce
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'Washington Post' guards its flanks
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Boston rebounds as 2-paper town
Page S-20

Papers try but can't dent 'Times' lead

By Jennifer Pendleton

All newspapers should have the *Los Angeles Times'* problems.

As the premier newspaper in the U.S.' second largest city, the *Times* reigns supreme atop the southern California newspaper heap. Hearst Corp.'s *Los Angeles Herald Examiner*, once the nation's largest afternoon paper and a fierce competitor of the *Times*, long ago lost its position in the marketplace.

The *Times* remains the U.S.' second largest major metropolitan daily paper behind the *New York Daily News*, as well as the leader nationally in total advertising volume for 32 years. It estimates its total 1987 revenues at $1 billion.

Scorned as "The Whale" by some observers because of its huge staff, ponderous stories and the remarkable heft of its issues, the *Times* continues to make substantial investments to increase its penetration. Reaching only 25% of total households daily in its primary Los Angeles and Orange County marketing areas, the *Times'* penetration is surprisingly low given its circulation.

Los Angeles circulation scorecard

Newspaper	Daily circ.	% change from '86	Sunday circ.	% change from '86
Times	1,113,459	2.5	1,384,857	2.7
Herald-Examiner	238,811	−1.1	195,009	−2.9
Daily News	159,348	3.8	174,767	6.0

Among recent actions, the *Times* committed $385 million for a new downtown plant and facility. Publisher Tom Johnson described the five-year project as the largest capital expenditure in the paper's history. It has revamped and expanded its "Metro" and "Business" sections to include new features and additional news space, in addition to redesigning and adding new features in its Orange County edition.

The paper also has begun publishing a weekly Ventura County suburban section and has replaced its twice-weekly South Bay section with a three-day-a-week South Bay edition. Richard T. Schlosberg III, 43, formerly publisher at the *Denver Post*, which *Times'* parent Times Mirror Co. sold earlier in the year, joined the *Times* as president-ceo.

The consumer-sized *Los Angeles Times Magazine*, published on Sunday, continues to undergo editorial refinement,

(Continued on Page S-4)

St. Petersburg, Clearwater, Tampa. Many cities comprise Tampa Bay, Florida's largest and wealthiest metro area. But only one newspaper unites these communities, influencing more consumer buying decisions — the St. Petersburg Times.

More than 693,000 adults turn to the daily Times; 775,800 adults are Sunday Times readers. That's the largest audience of any medium serving the Tampa Bay area. It's an affluent audience, too. More college educated adults, more chief wage earners, more upper income households and more of the buying prospects you want to reach.

What's more, nine in 10 of these adults read the Times exclusively. No broadcast medium reaches this audience as effectively and efficiently. And the area's other paper can't deliver them at all.

So, if you want to reach the metro area's largest, most affluent audience, you need Tampa Bay's most influential newspaper — the St. Petersburg Times.

Source: The 1987 Scarborough Report.

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Tampa Bay's LARGEST NEWSPAPER Isn't In Tampa

St. Petersburg Times
Tampa Bay's Largest Newspaper

Cash infusion by Cooke buoys 'Daily News'

Since Jack Kent Cooke's plunge into southern California newspapering two years ago with his purchase of the *Daily News* from Tribune Co. of Chicago, the sports magnate hasn't become a staple of local society columns like the Chandlers of the *Los Angeles Times*.

Rather, the man who built the Forum sports arena and onetime owner of the Los Angeles Lakers and Kings, has kept a low profile, showing up to work at the paper only one week a month, according to sources at the San Fernando Valley-based *Daily News*. Still, the 75-year-old multi-millionaire has been quietly putting his mark on the paper he bought for a staggering $176 million in 1985.

Sports magnate Jack Kent Cooke brought in new leadership and new equipment to upgrade the Daily News.

Among the most significant changes occurred on June 1, when the paper moved from its dreary offices in Van Nuys (described bluntly as a "dump" by Publisher Steve Morris) to a new state-of-the-art facility in Woodland Hills. In addition, the paper bought a new fleet of circulation trucks, new phones and computer hardware and is making plans for a new press and production facility in 1989. "When an owner exhibits a commitment of time and financial resources like this, it makes a hell of a lot of difference about the way people feel about their daily routine," says one longtime *Daily News* business executive.

In July, Mr. Morris, former VP-advertising at the *Denver Post*, became publisher, succeeding Byron C. Campbell; two

(Continued on Page S-4)